

### Amendments to the Claims

1 Claim 1 (currently amended): A computer-implemented method of selecting among component-  
2 level views for rendering at a client device, comprising steps of:

3 receiving, at the client device, a markup language document that specifies a Web page for  
4 rendering on a display of the client device, wherein the specification of the Web page ~~further~~  
5 comprises, ~~for at least one~~ a component that forms a portion of the Web page, syntax ~~defining~~  
6 specifying a plurality of alternative selectable views of the component and conditions under which  
7 each of the views should be selected for ~~rendering~~ inclusion as the portion of the Web page;

8 evaluating, at the client device, responsive to the receiving step, one or more factors to  
9 yield an evaluation result, wherein the one or more factors are determined from the specified  
10 conditions;

11 using the evaluation result, at the client device, to select a particular one of the plurality of  
12 alternative selectable views of the component; and

13 rendering, on the display, the Web page with the selected view ~~incorporated~~ included  
14 therein as the portion and each non-selected one of the views omitted therefrom.

Claims 2 - 6 (canceled)

1 Claim 7 (currently amended): The method according to Claim 1, wherein the syntax ~~defining~~  
2 specifying the plurality of alternative selectable views comprises a scripting language syntax.

1 Claim 8 (currently amended): The method according to Claim 1, wherein the syntax ~~defining~~

2 specifying the plurality of alternative selectable views comprises a markup language element in the  
3 markup language document, and wherein each of the alternative selectable views is specified as a  
4 child element of the markup language element.

1 Claim 9 (currently amended): The method according to Claim 1, wherein the syntax-~~defining~~  
2 specifying the conditions is specified as executable logic within the markup language document.

1 Claim 10 (currently amended): The method according to Claim 7, wherein the syntax-~~defining~~  
2 specifying the conditions is specified as executable logic in the scripting language syntax.

Claims 11 - 12 (canceled)

1 Claim 13 (previously presented): The method according to Claim 1, wherein the evaluating step  
2 evaluates at least one dynamic factor pertaining to the client device.

1 Claim 14 (previously presented): The method according to Claim 1, wherein the evaluating step  
2 evaluates at least one dynamic factor pertaining to a network to which the client device is  
3 operably connected.

1 Claim 15 (currently amended): The method according to Claim 1, wherein:  
2 the specification of the Web page ~~further~~ comprises syntax-~~defining~~ specifying a plurality  
3 of alternative selectable views for at least two components that each form a portion of the Web

4 page, and conditions under which each of the views of each of the at least two components should  
5 be selected for ~~rendering~~ inclusion as the respective portion of the Web page;

6 the evaluating and using steps are performed for each of the at least two components; and  
7 the rendering step renders the Web page with the selected view for each of the at least two  
8 components ~~incorporated~~ included therein as the respective portion and each non-selected one of  
9 the views of each of the at least two components omitted therefrom.

Claims 16 - 17 (canceled)

1 Claim 18 (previously presented): The method according to Claim 15, wherein the view selected  
2 for one or more of the at least two components of the Web page dictates the view selected for  
3 one or more other ones of the at least two components of the Web page.

1 Claim 19 (previously presented): The method according to Claim 15, wherein the view selected  
2 for each of the components of the Web page is selected independently.

1 Claim 20 (currently amended): The method according to Claim 1, wherein the syntax ~~defining~~  
2 specifying the conditions is specified in the markup language document as a reference to  
3 externally-stored logic that performs the evaluating step.

Claims 21 - 25 (canceled)

1 Claim 26 (currently amended): A system for selecting among component-level views for  
2 rendering at a client device, comprising:

3 means for receiving, at the client device, a markup language document that specifies a  
4 Web page for rendering on a display of the client device, wherein the specification of the Web  
5 page ~~further~~ comprises, for ~~at least one~~ a component that forms a portion of the Web page, syntax  
6 specifying ~~defining~~ a plurality of alternative selectable views of the component and conditions  
7 under which each of the views should be selected for ~~rendering~~ inclusion as the portion of the  
8 Web page;

9 means for evaluating, at the client device, responsive to operation of the means for  
10 receiving, one or more factors to yield an evaluation result, wherein the one or more factors are  
11 determined from the specified conditions;

12 means for using the evaluation result, at the client device, to select a particular one of the  
13 plurality of alternative selectable views of the component; and

14 means for rendering, on the display, the Web page with the selected view ~~incorporated~~  
15 included therein as the portion and each of the non-selected views omitted therefrom.

1 Claim 27 (currently amended): A computer program product for enabling selectable content  
2 rendering at a client device, the computer program product embodied on one or more computer-  
3 readable media and further comprising:

4 computer-readable program code for receiving, at the client device, a markup language  
5 document that specifies a Web page for rendering on a display of the client device, wherein the  
6 specification of the Web page ~~further~~ comprises, for each of at least two components that each

7 form a portion of the Web page, syntax-~~defining~~ specifying a plurality of alternative selectable  
8 views of the component and conditions under which each of the views should be selected for  
9 rendering inclusion as the respective portion of the Web page;

10 computer-readable program code for evaluating, at the client device for each of the at  
11 least two components, responsive to operation of the computer-readable program code for  
12 receiving, one or more factors to yield an evaluation result, wherein the one or more factors are  
13 determined from the specified conditions;

14 computer-readable program code for using the evaluation result to programmatically  
15 select, at the client device, a particular one of the alternative selectable views for each of the at  
16 least two components; and

17 [[means]] computer-readable program code for rendering, on the display, the Web page  
18 with the selected view for each of the at least two components-~~incorporated~~ included therein as  
19 the respective portion and each non-selected one of the views of each of the at least two  
20 components omitted therefrom.

Claim 28 (canceled)

1 Claim 29 (previously presented): The method according to Claim 1, wherein one of the one or  
2 more evaluated factors comprises a current window size of the display.

1 Claim 30 (previously presented): The method according to Claim 1, wherein one of the one or  
2 more evaluated factors comprises a current processing load on the client device.

1 Claim 31 (previously presented): The method according to Claim 1, wherein one of the one or  
2 more evaluated factors comprises applications currently executing at the client device.

1 Claim 32 (previously presented): The method according to Claim 1, wherein one of the one or  
2 more evaluated factors comprises network connections currently open at the client device.

1 Claim 33 (new): The method according to Claim 1, wherein a media format of content includable  
2 using a first of the alternative selectable views for the component is different from a media format  
3 of content includable using a second of the alternative selectable views for the component.

1 Claim 34 (new): The method according to Claim 1, wherein:  
2 at least two of the alternative selectable views provide content for the portion in different  
3 media formats;

4 the using step selects a first of the views when the evaluating step detects that a current  
5 window size of the display has a first value, the first of the views providing the content in a first  
6 media format; and

7 further comprising the step of repeating execution of the evaluating, using, and rendering  
8 steps responsive to detecting that the current window size is subsequently changed to a second  
9 value, and wherein:

10 the repeated execution of the using step selects a second of the views, the second  
11 of the views providing the content in a second media format that is different from the first media

12      format.